**GOVERNMENT OF ANDHRA PRADESH**

**ABSTRACT**

General Administration (I&PR) Department – Permission accorded to empanelment of Creative designing Media Agency for Print & Outdoor Media – Floating of RFP to the Government in Information & Public Relations Department– Orders – Issued

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GENERAL ADMINISTRATION (I&PR) DEPARTMENT

G.O.Rt. No.1676 Dt:12.08.2022

Read the following:

1. From the Commissioner, Information and Public Relations Department, Lr.No.001435/Advt./2021, dt.24.03.2021.
2. From the Commissioner, I&PR, Vijayawada Lr.No.001435/Advt.II/2021,dt.09.04.2021

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ORDER:

In the circumstances reported by the Commissioner, I&PR, A.P., Vijayawada, Government after careful examination of the matter hereby accord permission for engaging a creative design agency for publicity subject to engaging the agency on service outsourcing basis & adopting a competitive bid process which has National/State level exposure in creative designing in the field of advertising specially related to policies of Government, PSUs, social sector advertisement besides commercial creativity. To select the best agency, float an RFP and adopt the QCBS method of 80:20 technical & commercial bidding procedure on monthly consolidated payment basis with the following conditions:

- That the Agency will be empanelled with this Dept., for a total period of 2 years subject to extension after 1 year based on the evaluation report of the Evaluation committee appointed by the CIPR.
- That the empanelled agency shall enter into an agreement with this department agreeing to all the terms and conditions stipulated in the RFP.
- That the empanelled agency should have well equipped infrastructure with sufficient experienced and qualified technical staff.
- That the empanelled agency has to establish its designing unit and make their services available till accomplishment of the entrusted assignment in the space provided in the premises of the Office of the CIPR.

2. The Commissioner, Information & Public Relations, A.P, Vijayawada shall take necessary action in accordance with the rules in force.

3. This order issues with the concurrence of Finance (HR.I- Plg. &Policy) Dept., vide their U.O.No.FIN01-FMU0PC(GAD2)/38/2021-FMU-GAD-II,Dt.01.07.2022 (C.No.1398207).

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**T. VIJAY KUMAR REDDY**
**EX-OFFICIO SECRETARY TO GOVT (I&PR)**

To
The Commissioner, Information & Public Relations, A.P., Vijayawada.

Copy to:
PS to Hon'ble Minister (I&PR)
Sf/Sc

//FORWARDED::BY ORDER\\

K. Padmaja
SECTION OFFICER